

## CLAIMS

1. A method, including steps of

searching for multi-variable information relating to prices by sellers of a selected product, where that multi-variable information includes at least two of the following: a stated price, a coupon or discount applicable to the selected product, a currency exchange rate, a measure of quality for an available item of that selected product, a measure of reputation for a selected seller or manufacturer of that selected product, a shipping cost or type, a tax imposed on purchase of the selected product;

computing an effective price in response to that multi-variable information; and

presenting that effective price in association with that selected product.

2. A method, including steps of

searching for stated prices provided by sellers of a selected product;

searching for discounts available from those sellers, which discounts are applicable to purchases of that selected product;

applying those discounts to those stated prices, whereby an effective price can be computed; and

presenting that effective price in association with that selected product.

3. A method as in claim 1 or 2, including steps of

1 aggregating the information regarding sellers offering the selected prod-  
2 uct; and  
3 presenting to a potential buyer that aggregated information.  
4

5 4. A method as in claim 1 or 2, including steps of filtering information  
6 regarding sellers of offering the selected product in response to at least one restriction  
7 selected by a potential buyer.  
8

9 5. A method as in claim 1 or 2, including steps of obtaining at least  
10 some of that multi-variable information from a source other than a potential seller of  
11 that selected product.  
12

13 6. A method as in claim 1 or 2, including steps of sorting information  
14 regarding sellers of offering the selected product in response to that effective price.  
15

16 7. A method as in claim 1 or 2, wherein a search restriction is selected  
17 by a potential buyer, that search restriction including at least one of: a maximum effec-  
18 tive price a minimum measure of quality, a minimum measure of reputation, a mini-  
19 mum shipping type, a maximum amount of product ordered.  
20

21 8. A method as in claim 1 or 2, wherein at least some of that multi-  
22 variable information is entered from an offline source.

1  
2           9.     A method as in claim 1 or 2, wherein the steps of searching for  
3 multi-variable information include steps of  
4           searching for a first element of that multi-variable information; and  
5           searching, independently of those steps of searching for a first element, for  
6 a second element of that multi-variable information.

7  
8           10.    A method as in claim 1 or 2, wherein those discounts include at  
9 least one of: a fixed reduction in price, a percentage reduction in price, a reduction in  
10 price contingent on an amount of product ordered.

11  
12           11.    A method as in claim 1 or 2, wherein those discounts include at  
13 least one of: a reduction in shipping cost, an upgrade in shipping type without associ-  
14 ated increase in price, and wherein those discounts are either unconditional or condi-  
15 tional on an amount of product ordered.

16  
17           12.    A method as in claim 1 or 2, wherein  
18           those steps of searching also include information relating to packages of  
19 products including the selected product; and  
20           the computed effective price is responsive to a minimum effective price  
21 for those packages of products.  
22

- 1           13.    A method as in claim 1 or 2, wherein those steps of searching also  
2   include information relating to products not exactly equal to the selected product.